



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

September 12, 2011

Dear Members of the University of Colorado Community,

I am pleased to introduce Be Colorado, an exciting health and wellness initiative that will improve the health of members of the university community, enhance a culture of wellness at CU and add to the body of health-related knowledge.

Having been involved with health and wellness initiatives at CU over the past decade-plus, I believe our university is the ideal place for this forward-looking initiative. Health and wellness are integral to the university's mission and critical to an effective and efficient health plan for faculty and staff. Be Colorado will provide the tools, resources and environment for members of the University of Colorado Health and Welfare Trust (a health-plan collaboration among CU, the University of Colorado Hospital and University Physicians, Inc.) to improve their health.

Our university combines clinical excellence with innovative research to provide health care that is among the best in the nation. This initiative will take advantage of our strengths for the benefit of CU employees.

Be Colorado evokes the best of Colorado in all of us, individually and collectively. Its focus will be five dimensions of wellness: Be Energized (physical), Be Optimistic (emotional), Be Connected (social), Be Secure (financial), and Be Inquisitive (intellectual). The initiative is based on scholarly research from the health and wellness field.

You will hear more about Be Colorado in the near future and you can also visit [www.BeColorado.org](http://www.BeColorado.org) for information. I am delighted to be part of this initiative, and Bruce and I invite you to join us in participating. I have long had a passion for health and wellness issues, and Be Colorado offers us the opportunity to be healthier as individuals and stronger as a university. Thank you for participating.

Sincerely,

A handwritten signature in black ink that reads "Marcy Benson". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Marcy Benson

Executive Sponsor, Be Colorado